

The Last Sale Week---The Greatest Week in Our Store Year A Week That Opens Wide the Way to Real Economy

—We shall stimulate business this week such as has NEVER BEFORE BEEN KNOWN at this season of the year. This is not the USUAL stereotyped announcement of the last week of January sales. FAR FROM IT. Look at the papers today—undoubtedly they will be full of the same old, year-after-year announcements.—For THIS STORE it means a WEEK OF GENUINE, EXTRAORDINARY BARGAINS—sales of such UNUSUAL IMPORTANCE that no woman will be WILLING TO MISS THEM.
—With rising prices, now on all merchandise, it takes REAL COURAGE TO MAKE REAL BARGAINS—and that is just what THIS STORE has done. It has prepared for the PUBLIC a week of selling that opens WIDE the way to REAL ECONOMY.

WE USE NO COMPARATIVE PRICES—THEY ARE MISLEADING—AND OFTEN UNTRUE.

40-Inch
GEORGETTE
CREPE
VERY SPECIAL AT
\$1.59 Yd.

—Splendid quality, in such colors as navy, royal, gendarme, delft, Alice blue, reseda, Nile, peacock, white, gray, plum and a host of other shades.

SILK NET 50c YD.
LESS THAN HALF PRICE

—Special clearance sale of lovely silk net in all the most beautiful new shades.

Main Floor—Lipman, Wolfe & Co.

RIBBON SPECIALS

Fancy 7 to 10-inch Ribbons, 95c
—Regularly half more and twice again this special sale price! Monday, 95c yard.

Taffeta and Satin Ribbons, 39c
—8 to 10-inch wide ribbon, regularly priced up to twice and more. Monday 39c yard.

Main Floor—Lipman, Wolfe & Co.

Embroidery Specials

Corset Cover Embroideries, 12c
—17-inch wide, fine cambric embroidery. Very special at 12c.

Beaded Trimming and Metal Laces One-Half Price
Main Floor—Lipman, Wolfe & Co.

12,000 WOMEN'S SHEER
HANDKERCHIEFS

5c Each—Six for 19c

—Less than we could buy them for wholesale today! They're of sheer lawn, some with colored borders.

Main Floor—Lipman, Wolfe & Co.

Women's Dainty
COMBINATIONS

LESS 33 1/3 %

—Dainty combinations of fine longcloth, nainsook and lingerie cloth. In open drawer, waisted or princess styles. Some have pretty yokes of organdy and lace, others inserts, and many with embroidery and insertions. Many are elaborately trimmed. Sizes 36 to 44.

VERY SPECIAL AT

57c-80c-\$1.06 to \$2.26

Fourth Floor—Lipman, Wolfe & Co.

Stamped
NEEDLEWORK
HALF PRICE

10c to \$8.50

—A wonderful opportunity for all of you who love dainty hand-made garments and scarfs. Practically every kind of needlework is represented in this great half price sale!

—PACIFIC PACKAGE GOODS, INCLUDING CORSET COVERS, GOWNS, COMBINATIONS, CHILDREN'S DRESSES, WAISTS, BAGS, ETC.—WURTZBURG NOVELTIES AND STAMPED TOWELS OF PURE LINEN AND UNION HUCK AND CENTERPIECES AND SCARFS.

—CHILDREN'S WEAR AND BEDROOM PIECES ALSO INCLUDED
—ALL AT JUST HALF PRICE.

Fifth Floor—Lipman, Wolfe & Co.



Sketched in Our Own Studio From Coats on Sale.

CHOICE of ANY WOMAN'S WINTER COAT IN STOCK \$15

Excepting Only Our \$55 to \$150 Model Coats

REALIZE what this means! In all the Coats the materials alone are worth this low price or more—and in some instances the fur collars are worth it! With months of wear still ahead this season—you will appreciate this extraordinary bargain even more next year—when prices have soared skyward for garments of inferior materials!

—VELOUR, POMPON, BROADCLOTH, SILVERTONE, MIXTURES, CHEVIOT, SERGE AND PEBBLE CLOTH COATS—MANY WITH ELEGANT FUR OR FUR TRIMMED COLLARS—OTHERS WITH PLUSH COLLARS OR SELF TRIMMED—IN EVERY SHADE THAT IS NEW AND SMART—SOME ARE FULL LINED AND OTHERS HALF LINED—ALL SIZES FROM MISSES 16 TO WOMEN'S 44 INCLUDED—JUST ONE OR TWO OF A KIND IN MOST INSTANCES.

POSITIVELY NO COATS RESERVED, NONE SENT ON APPROVAL OR C. O. D., NO PHONE ORDERS FILLED—NO COATS EXCHANGED—BECAUSE OF THE GREAT REDUCTIONS EVERY SALE MUST BE FINAL.

Third Floor—Lipman, Wolfe & Co.

The Last Week in Which to Buy Good LINENS at Such Remarkable Savings

—The January Sale of White will come to a close in just a few days, and after that it will be utterly impossible to buy the kind of linens and white goods offered now at anywhere near the prices. In ALMOST EVERY INSTANCE—WE, OURSELVES, WILL HAVE TO PAY FAR MORE FOR THE MERCHANDISE THAN WE ARE ASKING YOU! So thrifty housewives will look to their needs now. Many of these lots are large enough to last through one day only, others through two, and not many will be here all week.

100 SATIN BED SPREADS

Very Special at \$3.29

—We got these in a most extraordinary purchase; we couldn't buy them at this special price now. All are big size, splendid quality and beautiful patterns. NO PHONE ORDERS AND LIMIT OF TWO TO A CUSTOMER.

FULL SIZE SATIN SPREADS

Very Special, \$4.88

—An extra fine quality of satin spreads in splendid weight and finish. On sale for this week only at the price. In heavy raised patterns. NO PHONE ORDERS AND LIMIT OF TWO TO A CUSTOMER.

FULL BLEACHED SEAMLESS SHEETS

Special \$1.05

—Size 81x99 inches. A splendid size, with plenty to turn over. A quality that would cost us far more to buy today than we're asking you. For this sale only at \$1.05!

FULL BLEACHED PILLOW CASES

REDUCED

—Of splendid weight and finish, entirely free from dressing. On sale this week only at these prices:
42x36 inches.....23c
45x36 inches.....25c

36-Inch White

OUTING FLANNEL, 17c

—Good, medium weight outing flannel, a full yard wide. In white only. This price is away below today's wholesale cost. On sale Monday only at this special price. Supply your needs!

12-YARD BOLTS OF NAINSOOK

Special \$2.19

—This is made of fine combed yarns in the right weight and finish. Just the thing for making fine underwear. Limit, one piece to a customer. On sale Monday only at \$2.19.

A Final Clean-up of All Odd Table Cloths

GUARANTEED PURE IRISH LINEN CLOTHS, SPECIAL AT \$4.59 TO \$14.50

—Every size and kind of cloth is included—every price is represented—so every housewife will be able to supply her needs in tablecloths at wonderful savings! There's no telling when we will receive any more imported table linens, for there's no flax to make them with! So if you're a lover of fine linens, this is your chance. After this week prices will go up, up, up, if there are any left! None with napkins to match. Sizes range from 2x2 to 2 1/2 x 4 1/2 yards.

BELFAST IRISH LINEN NAPKINS—Special \$5.75 Dozen

—One hundred and fifty dozen pure Belfast Irish linen napkins have been placed on sale to make this last week of the White Sale one long to be remembered. The quality is excellent, patterns good and size 22x22 inches. No cloths to match, else they couldn't be so low as \$5.75.

IMPORTED IRISH COTTON DAMASK—Special 93c Yard

—This damask comes in a heavy, fine quality and is thoroughly satisfactory. It has a beautiful linen finish and will launder well. A good assortment of patterns for your choosing. All full 72 inches wide. Better lay in good supply at this very special price Monday.

Second Floor—Lipman, Wolfe & Co.

GIRLS' DRESSES

To Clean-up at \$9.50

—Exceptional values in serge frocks, tunic styles, pleated effects and belted models; trimmed with white or self-colored satins.

Fourth Floor—Lipman, Wolfe & Co.

Women's BATH ROBES

Exceptionally Priced Monday
Less Than Maker's Cost \$2.68

—Beacon blanket bath robes, with large sailor collars and cord girdles at waist. Pretty designs in rose, Amsterdam blue, pink, gray and navy. Sizes 36 to 46.

Fourth Floor—Lipman, Wolfe & Co.

WATCHES CLEANED, 75c
Monday and balance of week. New main spring, guaranteed one year, 75c.
Main Floor.

Lipman Wolfe & Co.
Merchandise of Merit Only



1100 Pairs Women's Pure Thread Silk STOCKINGS

Seconds of a Quality Worth at
Least Double

97c

Best come early to shop in this sale, for the 1100 pairs won't last long, you may be sure! Such colors as gray, silver, suede, leather, dark tan, bronze, gold, ivory, navy, sand, pink, etc., in pure thread silk, with silk lisle garter tops. Some drop-stitch styles. No phone or mail orders.
Main Floor—Lipman, Wolfe & Co.

A Sensational SILK SALE

New Chiffon Taffeta Silks
Remarkably Priced

\$1.59 Yard

—Thirty-six inch wide extra quality taffeta, in black, navy, taupe, green, brown, gray, tan, orchid, white, pink, cerise, flesh, lavender, turquoise, etc.

Charmeuse and Taffeta \$2.49 Yard

—Heavy grosgrain taffeta, 36 inches wide, that makes up into such lovely suits, coats and frocks. And lustrous charmeuse, 40 inches wide, in all the best shades.

Second Floor—Lipman, Wolfe & Co.

DISCONTINUED MODELS

CORSETS REDUCED FOR THIS GREAT SALE \$6.00

—Corsets regularly priced double and more.
—Made of silk figured batiste and coutil.
—Modart front-laced models, Nemos, Etoile de France, Smart Set, and other splendid corsets. Our expert fitters in attendance.

**REGALISTE AND
MODART
CORSETS**

\$3.95

—Both front-lace and back-lace styles, made of coutil, broche and silk batiste; all sizes, but not all sizes in all styles.

BRASSIERES AT HALF PRICE—59c
—Half and less for this wonderful lot of lace and embroidery trimmed brassieres, in plain and crossback styles.

Fourth Floor—Lipman, Wolfe & Co.

ALL OUR WINTER

COATINGS

Reduced to

\$2.75

—Closing out our splendid stock of Winter coatings; in all the best colors; also mixtures, homespuns, cravanette, tweeds, jerseys, kersseys, velours, etc. All wool, 56 inches wide. Special at \$2.75.

Second Floor—Lipman, Wolfe & Co.

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For Additional Sales